

1 BUILD LOCAL BOARD OF ADVISORS

- Identify Board Chairman
- Raise \$250K
 - Local Director (two year support)
 - Program Associate (two year support)
 - AmeriCorps VISTA Coordinator
 - Social Marketing & program launch
 - Incentives
 - Events and workshops
 - Volunteer Corps
 - Technology infrastructure
 - Evaluation
 - General administration

2 KEY MILESTONES

- When \$150K of \$250K Raised & Office Space Secured
 - Hire Local Director
 - Organize fundraising/awareness event
 - Apply for AmeriCorps VISTA
- When \$250K Raised
 - Hire Program Associate
 - Develop Volunteer Corps infrastructure
 - Establish school & local partnerships

3 PRE-LAUNCH

- Program Promotion & Training
 - Develop and distribute health promotion materials to schools (posters, banners, bookmarks, stickers, scorecards, t-shirts, user guides)
 - Kick-off and training events for school staff, parents, students, volunteers
- Recruit and Train Volunteer Corps
 - Fitness Forward staff trains volunteers to lead:
 - »Parent workshops
 - »Special initiatives (healthy reading sessions, eHealth documentaries, healthy art contests)
 - »In-class health education & curriculum*
 - »Healthy lifestyle mentorship*
- Develop Schedule of Events
 - Fitness Forward staff and volunteers work with schools to schedule kick-off and training events, recognition events, parent workshops
- Work with Schools to Set-up Technology Infrastructure
 - Fitness Forward staff works with schools to create student, parent, educator user accounts
 - Create, customize, release Web 2.0 health tools (training videos, health documentaries, health tracking, incentives, health education content, online communities, messaging)
 - Implement Scantron solution to support paper-based daily health behavior tracking component
- Obtain and Coordinate Student Incentives from National & Community Sponsors

4 LAUNCH

During School

- Kick-off & Training Events for School Staff, Parents, Students, Volunteers
- Daily Health Behavior Tracking
 - Computer & paper-based tracking
 - Classroom tracking posters
- Volunteer Corps
 - In-class health education & curriculum*
 - Special initiatives

Out of School Time

- Volunteer Corps
 - Parent workshops
 - Healthy lifestyle mentorship*
- Daily Health Behavior Tracking
 - Computer & paper-based tracking
- Recognition Events
- Redeem Incentives
 - Rewards coupons generated in web platform
 - Based on progress in program
 - Reinforce health promotion messages

5 EVALUATION, POLICY, & PARTNERSHIP

- Conduct Process, Outcome, Impact Evaluation in Conjunction with External Evaluators
 - Knowledge, attitudes, awareness
 - Behavioral changes
 - Health outcomes
 - Academic achievement
 - High-risk behavior
 - Civic engagement
- Policy & Partnership
 - School & Community Playbooks (data-driven policy and collaboration guidance)*
 - Establish national & local partnerships to extend reach and reinforce health promotion messages